

# DEMYSTIFYING ICE

A Short Study Into Australian Knowledge And  
Attitudes Towards Ice And Other Illicit Drugs In 2015

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Report Prepared By Maidstone Consulting For  
The Cabin Chiang Mai and Edelman In May 2015





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# 1/ EXECUTIVE SUMMARY

# KEY INSIGHTS

- Ice and Amphetamines availability and usage was not a marginalised activity in Australia
- ‘Trickle down’ impact of Ice and Amphetamines exposure highlighted their highly addictive nature
- Adding indirect community impacts saw 1 in 2 Australians affected by Ice and other illicit drugs
- Three out of four Australians supported government policy makers targeting Ice
- Mainstream Australians recognised that they need further education to support the Government’s goal
- Three quarters admitted that they did not have accurate knowledge about Ice and Amphetamines
- Many parents were fearful about their children and illicit drugs
- Parents were communicating with their children to undermine peer pressure and allure of illicit drugs
- Assessment of perceived dangers of Ice and Amphetamines to children was polarising
- Ice and Amphetamines users were not a marginalised population segment
- Community attitudes towards targeting tackling the Ice and Amphetamines problem: education identified as the most powerful tool



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## 2/ STUDY OBJECTIVES AND METHODOLOGY



# CAMPAIGN OVERVIEW

## CAMPAIGN BACKGROUND

The Cabin Chiang Mai ('The Cabin') is a leading addiction treatment organisation with inpatient and outpatient facilities located in Thailand and Hong Kong. Additionally, on 1<sup>st</sup> June 2015, The Cabin Sydney will open. This centre will be a specialist outpatient addiction treatment centre treating substance and process addictions.

In 2015, The Cabin commissioned Edelman to launch a media campaign to raise the general awareness of The Cabin, its addiction treatment services, and the opening of The Cabin Sydney. Ultimately, the success of this campaign will also be measured against the increase in the number of Australians being referred to or approaching The Cabin for treatment for Ice and other addictions.

## CAMPAIGN FOCUS

A key component of Edelman's campaign will be a press release with the angle of 'demystifying' Ice. To access pertinent and engaging statistics for this release, Edelman commissioned research consultancy Maidstone Research and online research fieldwork company APD to undertake a short study amongst a nationally representative sample of 1,000 Australians.

# RESEARCH OVERVIEW

## RESEARCH BACKGROUND

Maidstone worked closely with Edelman and The Cabin to identify angles for the research that would be topical and cut through the ‘noise’ with respect to the coverage that methamphetamines is currently receiving from Australian media. Factors that are seen as driving current coverage of Ice and its impact on the community included:

### 1. Government Attention:

- The Australian Government has taken a leading role internationally with respect to fighting the ICE epidemic with its March 2015 presentation to the UN of a resolution seeking global cooperation on fighting the drug.
- Domestically, federal and some state governments (most clearly, the Victorian government) have indicated policy shifts targeting Ice as the predominant illicit drug threat to the Australian population.

# RESEARCH OVERVIEW

## RESEARCH BACKGROUND (CONT)

### 2. Increasing Ice Take-Up

- The Federal Government's latest National Drug Strategy Household Survey (TNDSHS) found that in 2013, 7.3% of all Australian adults had used Ice and amphetamines at least once their lifetime and 2.1% used methamphetamines within the past year.
- Additionally, 50.4% of total methamphetamine and amphetamine users used Ice as their main form of consuming this drug, more than doubling the rate of 21.7% in 2010.<sup>1</sup>

### 3. Increasing Community Awareness

- With the marked increase in Ice penetration amongst current users, the media is increasingly covering incidences of theft and violence spanning from physical abuse to murder where the assailants have claimed to have lost control of their behaviour due to being affected by Ice.
- Additionally, the mainstream popularity of shows such as *Breaking Bad* and *Struggle Street* are increasingly exposing the general community to representations of Ice and Amphetamines usage.

<sup>1</sup> The National Drug Strategy Household Survey (2013) was completed by 23,855 people aged 12 or older who provided information on their drug use patterns, attitudes and behaviours. (<http://www.aihw.gov.au/publication-detail/?id=60129549469>).

# RESEARCH OVERVIEW

## RESEARCH BACKGROUND (CONT)

Within this context, Maidstone developed the survey with the following objectives:

1. **Identification and testing of Ice Attitudes and Knowledge:** What are general Australian attitudes towards Ice and other illicit drugs? What information do they correctly hold, and what areas require debunking or education?
2. **Identifying the level of parental knowledge and concerns about illicit drugs and their children**
3. **Exploration of current and past Ice and amphetamine users so as to humanise the face of addiction**

## RESEARCH REPORTING

Study insights were analysed by demographic segments including gender, age groups, parenthood, state, and location. Sample sizes were provided for each statistic so as to indicate how representative the measure is for particular segments. If sample size is less than 240 or so, data should be viewed as indicative only.

Statistical testing was carried out on all intra-segment data (eg male vs female, metro vs regional, and so on) using a two-tailed 95% significance test. If measures are statistically different to each other, this information was included in subscript or footnote information.

# RESEARCH METHODOLOGY

METHODOLOGY	
Fieldwork Period	13 <sup>th</sup> – 18 <sup>th</sup> May 2015
Research Consultancy	Maidstone Consulting
Fieldwork Company	APD (Previously Empowered Communications)
Survey Format	1 min Screener Survey 6 min Main Survey
Sample Size	N=1,000
Sample Quotas	<ul style="list-style-type: none"><li>• Gender, state, location (metro and regional) and age group quotas were set to reflect ABS summary census statistics to achieve a nationally representative sample</li><li>• After responses passed quality checks, data were minimally weighted by gender to ensure that final statistics were nationally representative</li></ul>

# SURVEY DEMOGRAPHIC SEGMENTS

	Unweighted Col %	Weighted Col %
<b>SAMPLE</b>	<b>1,000</b>	<b>1,000</b>
Male	44%	49%
Female	56%	51%
Generation Y/Z (18-35)	31%	31%
Generation X (36-50)	28%	27%
Baby Boomers (51-69)	33%	33%
Pre Boomers (70+)	9%	9%
Parenthood Status By Age Of Youngest Child		
No children	42%	42%
0-4	11%	10%
5-12	9%	9%
13-17	8%	8%
18+	31%	31%

	Unweighted Col %	Weighted Col %
<b>SAMPLE</b>	<b>1,000</b>	<b>1,000</b>
Metro	63%	63%
Regional	37%	37%
NSW	33%	33%
VIC	24%	24%
QLD	18%	18%
SA	9%	9%
WA	11%	11%
Other States	6%	6%



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### 3/ REACH OF ICE AND OTHER ILLICIT DRUGS ACROSS AUSTRALIA



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Consulting



Edelman

# KEY INSIGHTS

## ICE AND AMPHETAMINES USAGE WAS NOT A MARGINALISED ACTIVITY IN AUSTRALIA

This report exposes the myth that exposure to Ice and Amphetamines is a marginalised activity that largely impacts the homeless, poor, uneducated, or the mentally sick. More than half of all Australians (55%) believed that these drugs were not difficult to obtain for the mainstream population, and one in three (33%) knew at least one person who had trialled these drugs. Further, 12% of respondents had a loved one who had been or was currently dependent on Ice or Amphetamine, 5% had themselves trialled at least one of these drugs, and 2% had been or were currently dependent or addicted.

## ‘TRICKLE DOWN’ IMPACT OF ICE AND AMPHETAMINES EXPOSURE

In comparison with the 2013 findings of the Federal Government’s latest wave of licit and illicit drugs research in Australia, The National Drug Strategy Household Survey (TNDSHS)<sup>1</sup>, this study found that 10% of Australians had been offered or had opportunity to use Ice or Amphetamines (compared to 6% in TNDSHS).

<sup>1</sup> The National Drug Strategy Household Survey1 (2013) <http://www.aihw.gov.au/publication-detail/?id=60129549469>.

# KEY INSIGHTS

## ‘TRICKLE DOWN’ IMPACT OF ICE AND AMPHETAMINES EXPOSURE (CONT)

Mere exposure to these drugs is a worrying finding in itself. This study found that more than one third of people (37%) who had access to Ice and Amphetamines then went on to trialling. The well-known addictiveness of these drugs is exemplified by the following statistic: 50% of all Ice and Amphetamines triallers were currently or had previously become dependent or addicted to them.<sup>1</sup>

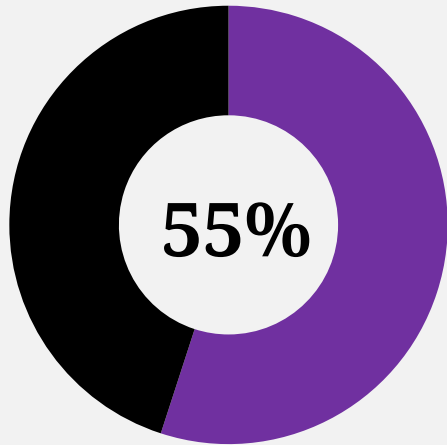
## OTHER INDIRECT COMMUNITY IMPACTS: 1 IN 2 AUSTRALIANS WERE AFFECTED

Even for those who are lucky enough not to have been directly impacted by having the lives of loved ones or even their own threatened by illicit drug use, the indirect consequences of drugs found that 10% of Australians had been affected by physical and verbal abuse from people they thought to be under the influence of illicit drugs. Again, 10% also reported to being the victim of theft, the proceeds of which they believed were allocated to funding drug habits. In fact, almost half of all respondents (47%) reported that they and their loved ones had been in/directly impacted by illicit drugs in some way.

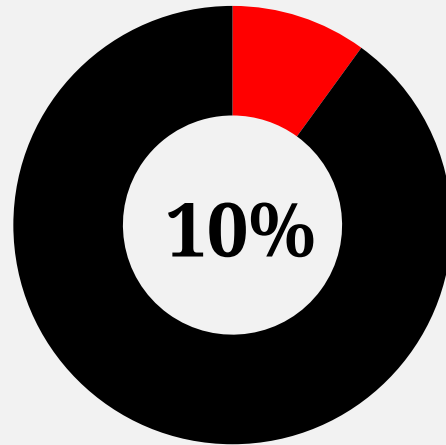
<sup>1</sup> Note that this statistic is directional only due to small sample size.

# DIRECT CONTACT WITH ICE AND AMPHETAMINES

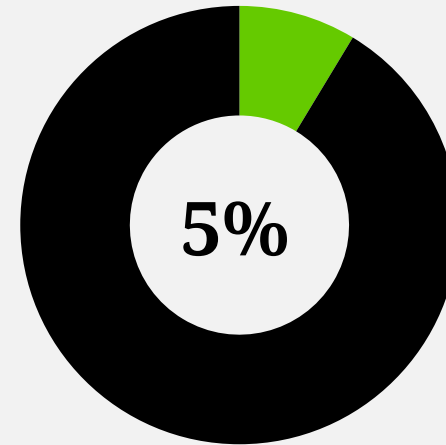
Believe Ice or Amphetamines Is Not Difficult To Access By Mainstream Community



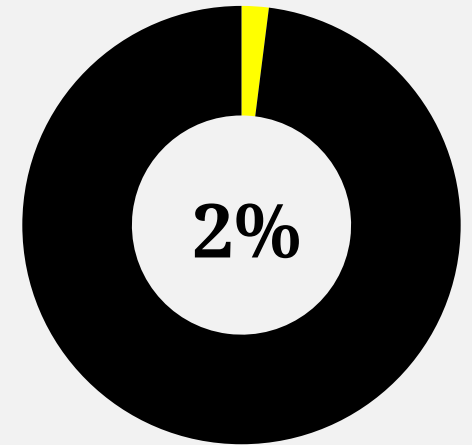
Offered Or Had Opportunity to Use Ice Or Amphetamines



Has Tried Ice Or Amphetamines



Was Or Is Currently Dependent On Ice or Amphetamines



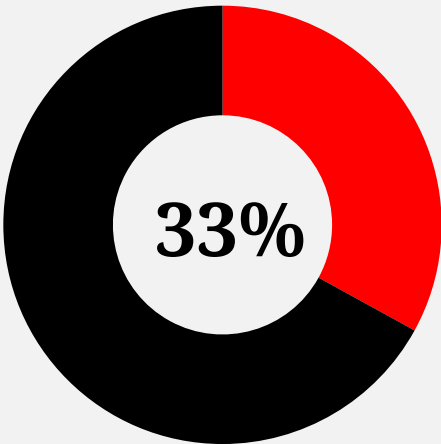
Total Sample: N=1,000.

B12. Which of the following are applicable to you?

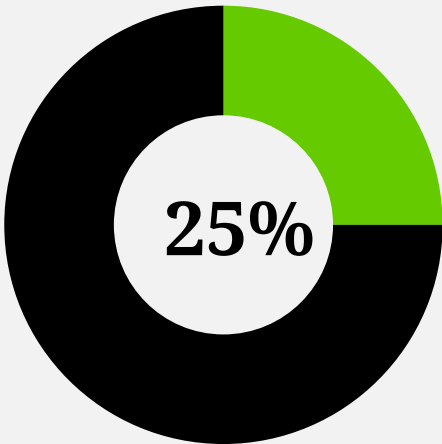
C1. Have you or anyone you know ever tried Ice or any form of amphetamines?

# INDIRECT CONTACT WITH ICE AND AMPHETAMINES

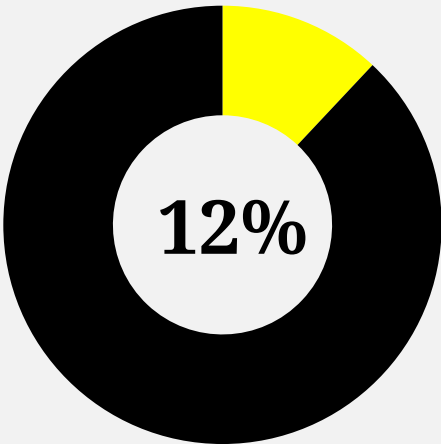
Know Someone Who  
Has Tried Ice Or  
Amphetamines (NET)



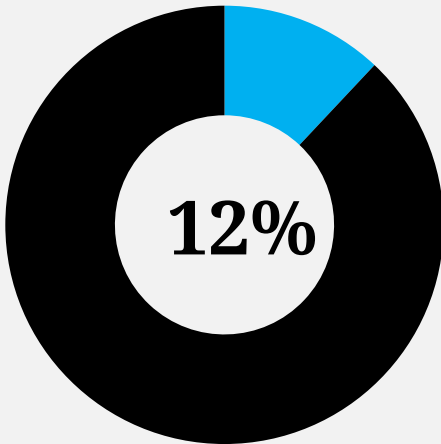
Friend/Acquaintance  
Has Tried Ice Or  
Amphetamines



Family Member  
Has Tried Ice Or  
Amphetamines



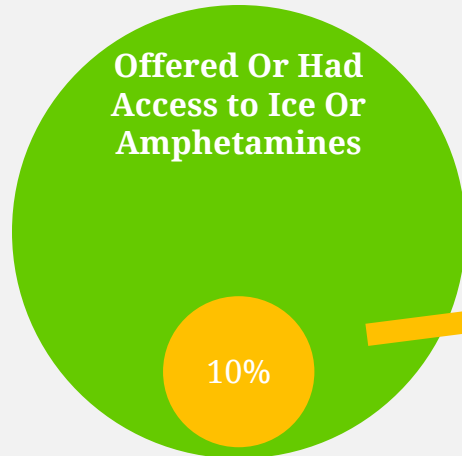
Someone Close Was Or Is  
Currently Dependent  
On Ice or Amphetamines



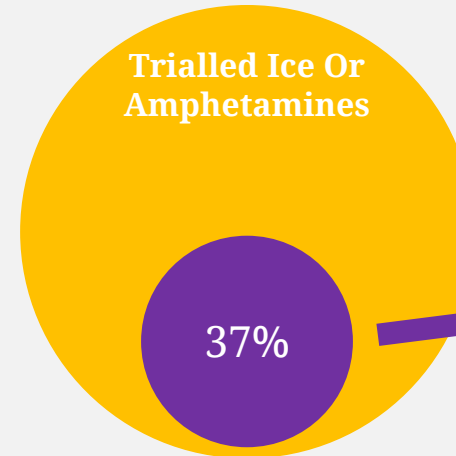
Total Sample: N=1,000.  
B12. Which of the following are applicable to you?  
C1. Have you or anyone you know ever tried Ice or any form of amphetamines?

# 'TRICKLE DOWN' IMPACT OF DRUG EXPOSURE<sup>1</sup>

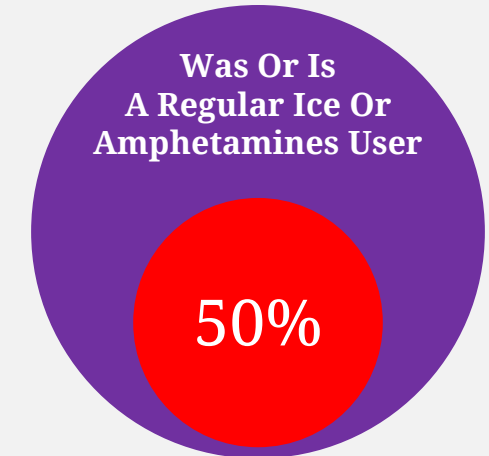
Total Survey Population



Drug Exposure Survey Population<sup>1</sup>



Drug Trial Survey Population<sup>1</sup>



<sup>1</sup> Note that this data should be read directionally only due to limited sample size.

Total Sample: N=1,000. Sample Who Were Offered/Had Access To Ice/Amphetamines N=100, Sample Who Trialled Ice/Amphetamines N=48.

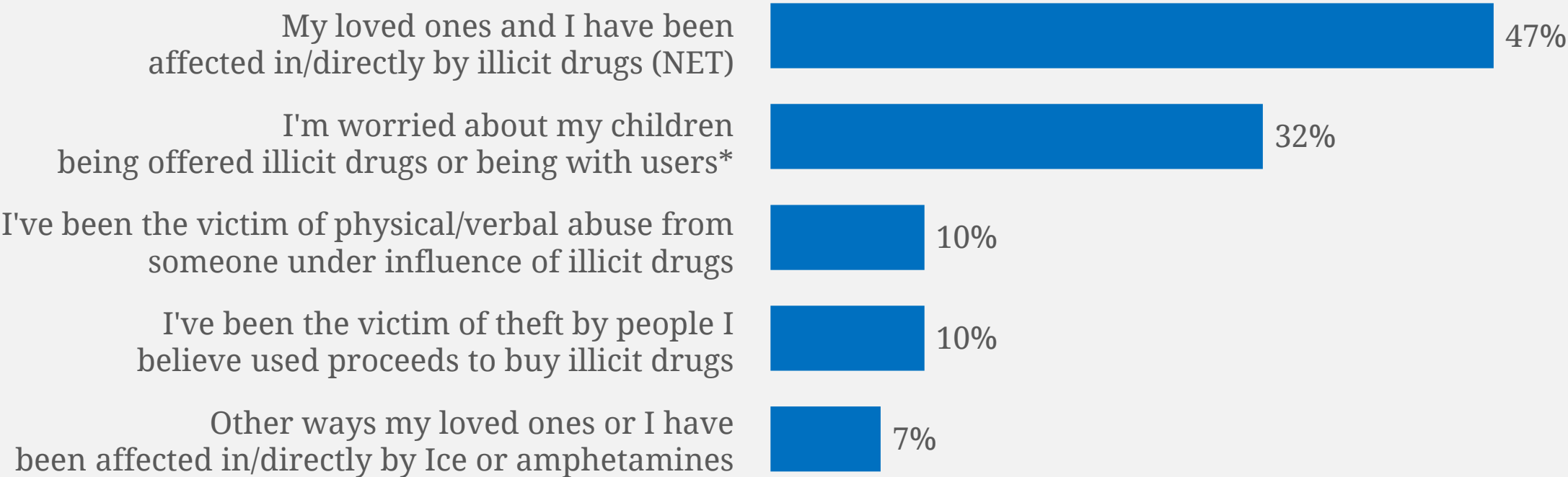
B12. Which of the following are applicable to you?

C1. Have you or anyone you know ever tried Ice or any form of amphetamines?

C2. How would you describe your use of Ice or amphetamines?

# COMMUNITY IMPACT OF ILLICIT DRUGS

## Other Impacts Of Illicit Drugs On The Australian Community



\* Based to Parents (N=585) only.  
Total Sample: N=1,000.  
B12. Which of the following are applicable to you?



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## 4/ COMMUNITY ATTITUDES AND PERCEIVED KNOWLEDGE ABOUT ICE AND OTHER ILLICIT DRUGS

# KEY INSIGHTS

## THREE OUT OF FOUR AUSTRALIANS SUPPORT GOVERNMENT POLICY MAKERS TARGETING ICE. . .

Seventy seven percent (77%) of Australians did not believe that the Government was ‘scaremongering’ with its current focus on lowering the incidence of Ice and Amphetamines supply and usage across Australia. Further, two thirds (67%) understood that these drugs had a greater negative impact on the community than previously high profile illicit drugs such as heroin, ecstasy, and cocaine.

Interestingly, these two findings did not vary significantly depending upon whether or not the respondent or someone they knew had trialled Ice or Amphetamines; awareness of the risks associated with these drugs was consistent across the community.

## . . . HOWEVER, MAINSTREAM AUSTRALIANS RECOGNISE THAT FURTHER EDUCATION IS REQUIRED

In contrast, there were (unsurprisingly) significant differences across drug exposure segments with respect to the more ‘operational’ knowledge around Ice and Amphetamines. Only one third of Australians (37%) who did not know of anyone who had trialled or used these drugs believed that they knew all that they needed to about how these drugs could impact them, their loved ones, and the community in general. This figure jumped to 75% for those who had trialled Ice or Amphetamines themselves.

# KEY INSIGHTS

## THREE QUARTERS ADMITTED THAT THEY DID NOT HAVE ACCURATE KNOWLEDGE ABOUT ICE AND AMPHETAMINES

The results of this study's quiz found that mainstream Australia did have some idea of how insidious these drugs were becoming. For example, the average estimate of Australians who had been offered or had the chance to use Ice or Amphetamines was 5.9%, compared 5.8% in TNDShS (although this study found that this figure was even higher at 10%). Further, while the average estimate of Australians who had trialled Ice or Amphetamines was 4.4% (compared to 7.3% in TNDShS), it was closer to 5% figure confirmed by this more current but lower sample size study.

Overall, only 28% of Australians admitted that they had a mostly or extremely accurate understanding of Ice and Amphetamines, and their reach and risks for the Australian community.

# GENERAL ATTITUDES TOWARDS ICE & AMPHETAMINES

## Agreement With General Community Impact Statements About Ice And Amphetamines

	Total	Don't Know Anyone Who Has Tried Ice Or Amphetamines	Know Someone Who Has Tried Ice Or Amphetamines	Has Tried Ice Or Amphetamines
I don't think the government is overreacting or scaremongering with its current focus on Ice*	77%	77%	78%	65%
Ice has greater negative impact on community than other illicit drugs such as heroin, ecstasy and cocaine	67%	66%	67%	72%
Ice is not a difficult drug to buy or gain access to for the mainstream community*	51%	45%	63%	65%
I know how Ice differs from other drugs and their different levels of addictiveness	49%	45%	57%	78%
I know all I need to about Ice and possible impact on me, my loved ones and community in general	40%	37%	45%	61%

\* Statement sentiment reversed for overall statement consistency.

Total Sample: N=1,000, Don't Know Anyone Who Has Tried Ice/Amphetamines N=664, Know Someone Who Has Tried Ice/Amphetamines N=326, Has Tried Ice/Amph's N=48.  
B2. Please indicate your level of agreement with the following statements on a scale of 1 to 5 with 1 being "Strongly Disagree" and 5 being "Strongly Agree". Agreement = Sum of Agree and Strongly Agree.

# 1/2 TESTING THE COMMUNITY'S ICE AND AMPHETAMINES KNOWLEDGE

Australian adults offered or had chance to use Ice or Amphetamines within past year

Australian adults who had used Ice or Amphetamines at least once

Proportion of total Ice And Amphetamine users who use Ice as their main drug



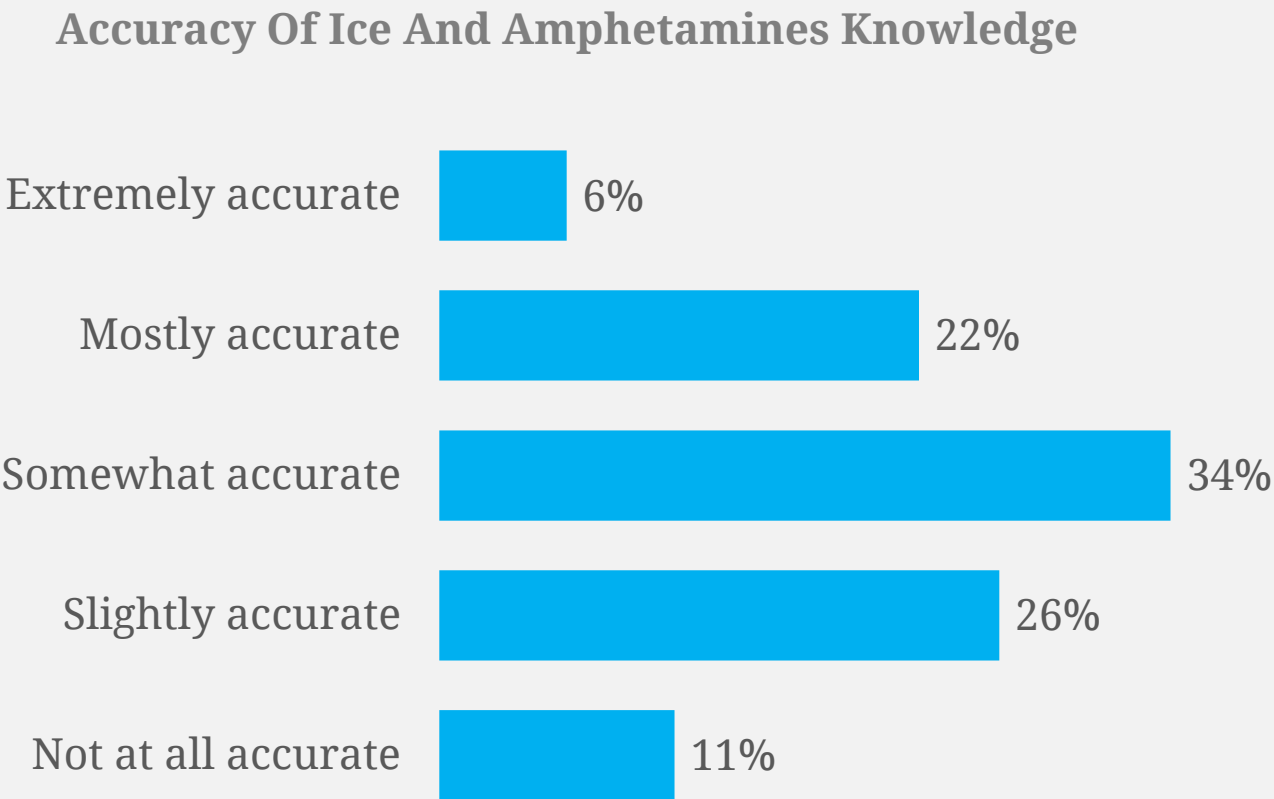
<sup>1</sup> The National Drug Strategy Household Survey (2013) <http://www.aihw.gov.au/publication-detail/?id=60129549469>.  
Total Sample: N=1,000.  
B4. In 2013, what percentage of Australians adults do you think had been offered or had the opportunity to use Ice or amphetamines in the past twelve months (0%-10%)?  
B5. In 2013, what percentage of Australian adults do you think had actually used Ice or amphetamines at least once (0%-10%)?  
B6. What proportion of Ice and other amphetamine drug users do you think use Ice as their main drug?

# 2/2 TESTING THE COMMUNITY’S ICE AND AMPHETAMINES KNOWLEDGE

	Ice is less addictive than speed	Ice users are more likely to demonstrate violent behaviours, including assaults and sexual assaults	Ice makes users feel drowsy and they experience clouded mental function, slowing heart function and depressed breathing	Ice can be smoked, injected, orally ingested, and snorted
% Answered Correctly	69%	82%	27%	55%
Facts	False	True	False	True

Total Sample: N=1,000.  
B8. Please select whether the following statements are true or false. If you’re not sure, please choose “Don’t know”.

# ACCURACY OF ICE AND AMPHETAMINES KNOWLEDGE



Total Sample: N=1,000.  
B11. Before this survey, how accurate was your understanding of Ice and amphetamines, and their reach and risks for the Australian community?



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## 5/ PARENTAL CONCERNS ABOUT ICE AND OTHER ILLICIT DRUGS

# KEY INSIGHTS<sup>1</sup>

## MANY PARENTS WERE (RIGHTLY) FEARFUL ABOUT THEIR CHILDREN AND ILLICIT DRUGS

Only 21% of parents of children aged 5-17 believed that their children were not at risk to the potential dangers of illicit drugs. Nine percent (9%) also stated that their non-adult children were likely to or had already experienced peer pressure to try illicit drugs. Even further, 6% of all parents of children aged 5 and older had concerns that one of their children was already showing signs of illicit drug usage and 4% indicated that they had a child who was a regular illicit drug user.

## PARENTS WERE COMMUNICATING TO UNDERMINE PEER PRESSURE AND ALLURE OF DRUGS

Sixty seven percent (67%) of Australian parents of children aged 5 or older had had conversations with their one or more of their children about the risks of illicit drugs, in conjunction with 51% reporting that their children had also received drug education at school. These conversations included 45% of parents having spoken to their children about the specific risks of Ice and Amphetamines. Encouragingly, this study also found that one third (32%) of parents had experienced a child proactively raising the topic of illicit drugs with them.

<sup>1</sup> Please note that reference to parents in Section 5 refers to parents who have one or more child aged 5 or older unless otherwise specified.

# KEY INSIGHTS<sup>1</sup>

## PERCEIVED DANGERS OF ICE AND AMPHETAMINES TO CHILDREN WERE POLARISING

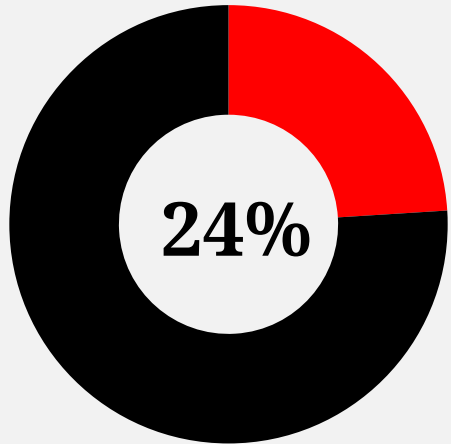
One quarter (24%) of Australian parents of children aged 5 or older reported that Ice and Amphetamines posed a ‘great risk’ to their children, the highest statistic across all illicit and licit drugs tested by this report’s survey. This figure did not vary significantly by any demographic factor except by parent gender; 28% of fathers considered that Ice and Amphetamines posed a great risk, compared to only 20% of mothers.

At the other end of the spectrum, 42% of parents considered that Ice and Amphetamines posed ‘no risk at all’, with alcohol, tobacco, and cannabis more likely to pose a greater degree of risk (spanning assessments of ‘slight’, ‘moderate’, or ‘great’). The swing against recognising the risks of Ice and Amphetamines was somewhat offset when the age of the respondents’ children were considered. Parents whose youngest child was aged between 5-17 who rated these drugs as ‘no risk at all’ fell to 29%, possibly implying that once children reach adulthood, parents hoped that they could think for themselves and be less likely to fall prey to peer pressure, or be less welcoming of parental advice.

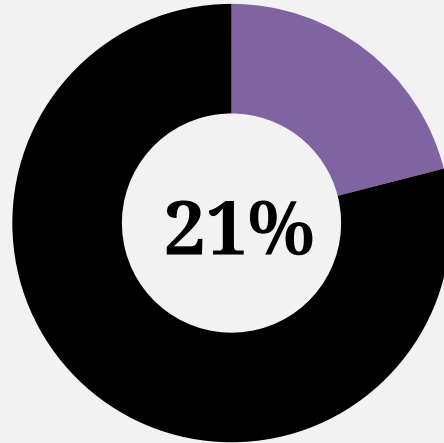
<sup>1</sup> Please note that reference to parents in Section 5 refers to parents who have one or more child aged 5 or older unless otherwise specified.

# PARENTS, CHILDREN AND DRUGS

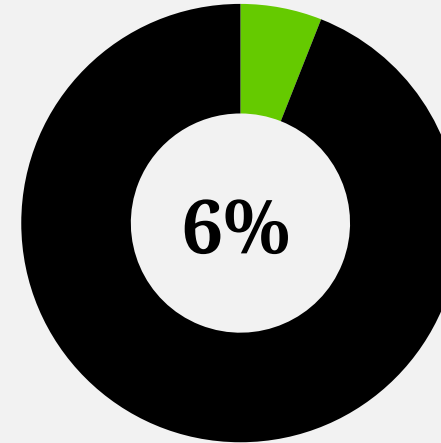
% Parents Who Believe Ice And Amphetamines Pose Greatest Drug Risk To Children



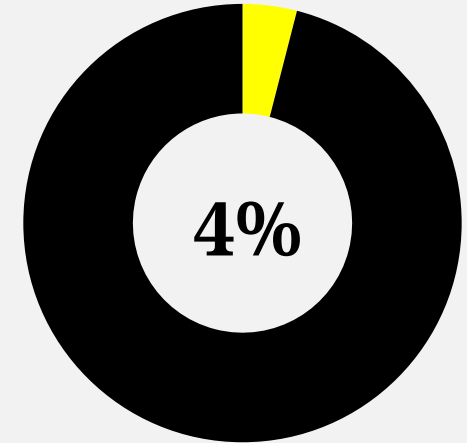
% Parents Of Children Aged 5-17 Do Not Believe They Are At Risk Of Being Exposed To Illicit Drugs



% Parents With Child Showing Signs Of Illicit Drug Use



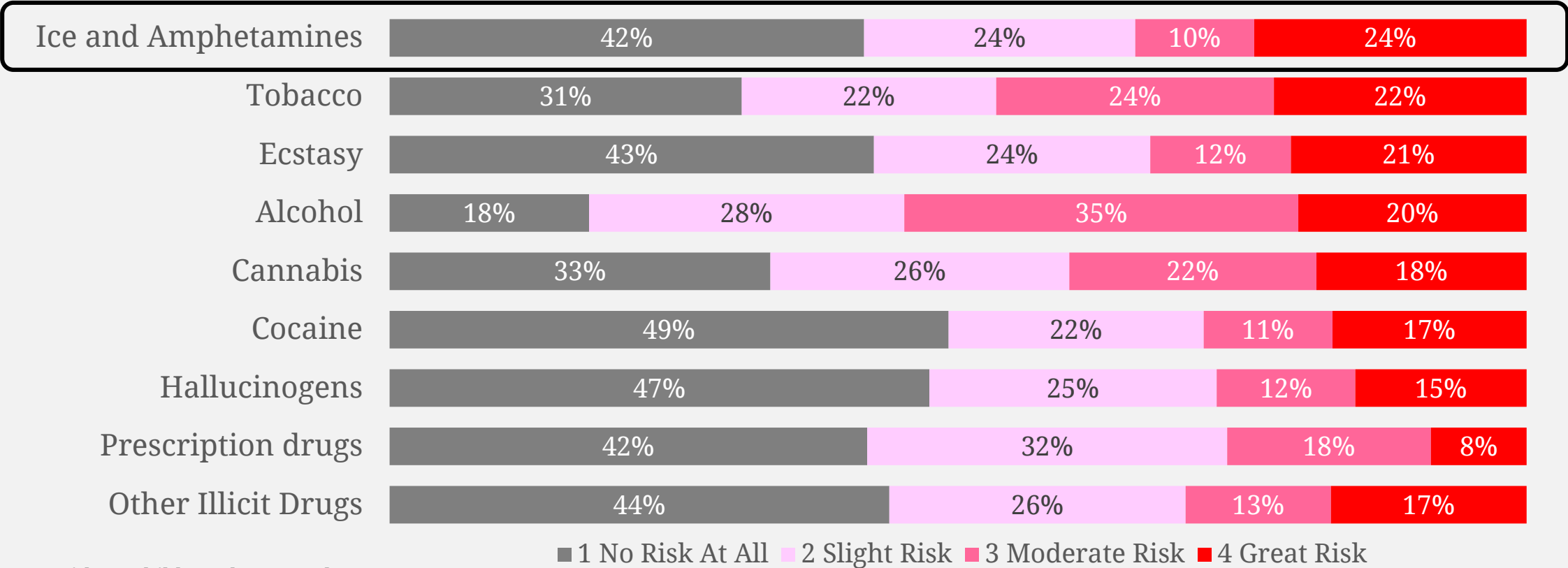
% Parents With Child Who Is A Regular Illicit Drug User



Total Parents With 1+ Child 5+ Sample: N=531.

# PERCEIVED DRUG RISKS IMPACTING AUSTRALIAN CHILDREN

Perceived Drug Risks Impacting Australian Children



Total Parents With 1+ Child Aged 5+ Sample: N=531.  
D1. Please indicate how much risk you believe the following substances pose, if any, to your children. (If you have more than one child, please answer by considering your potentially most ‘at risk’ child by each substance.)

# PERCEIVED DRUG RISKS BY SEGMENT

## Parent Who Believe Ice And Amphetamines Pose Greatest Risk By Segment

Col %	Total	Gender		Generation Groups				Parenthood By Age Of Youngest Child			
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	0-4	5-12	13-17	18+
<b>SAMPLE</b>	<b>531</b>	<b>225</b>	<b>306</b>	<b>51</b>	<b>160</b>	<b>248</b>	<b>72</b>	<b>54</b>	<b>90</b>	<b>80</b>	<b>307</b>
Ice and Amphetamines	24%	28%	20%	29%	26%	24%	14%	20%	34%	23%	22%
		B									
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>

Col %	Total	Location		State						Know Someone Who's Tried Ice/Amphetamines		
		Metro	Reg'l	NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
<b>SAMPLE</b>	<b>531</b>	<b>310</b>	<b>221</b>	<b>143</b>	<b>116</b>	<b>115</b>	<b>50</b>	<b>76</b>	<b>31</b>	<b>359</b>	<b>169</b>	<b>21</b>
Ice and Amphetamines	24%	25%	22%	24%	25%	22%	23%	27%	19%	23%	27%	44%

# PARENTAL EXPERIENCES WITH DRUGS

## Parental Experiences With Drugs And Drug Education

Col %	Total	Specific Child Age		
		5-12	13-17	18+
<b>SAMPLE</b>	<b>531</b>	<b>139</b>	<b>124</b>	<b>378</b>
I've spoken to my child about the risks of illicit drugs without specifying any particular types	54%	11%	17%	38%
			A	A B
My child has received education about the dangers of illicit drugs at school	51%	6%	16%	37%
			A	A B
I've spoken to my child about the specific risks of Ice and Amphetamines	45%	6%	14%	35%
			A	A B
My child has raised the topic of illicit drugs with me	32%	5%	9%	23%
			A	A B
My child has or is likely to suffer peer pressure from friends to try illicit drugs	22%	3%	7%	15%
			A	A B
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>C</b>

Col %	Total	Specific Child Age		
		5-12	13-17	18+
<b>SAMPLE</b>	<b>531</b>	<b>139</b>	<b>124</b>	<b>378</b>
I don't really know enough about illicit drugs myself to educate my kids about them	14%	5%	4%	9%
				A B
I worry that my child is showing signs of being a user of an illicit drug	6%	1%	2%	4%
				A B
I don't know how to broach the topic of the risks of illicit drugs with my child	6%	4%	2%	2%
My child is a regular illicit drug user and I don't know how to help them	4%	1%	2%	3%
				A B
My child is not at risk of being exposed to or tempted to try illicit drugs	51%	15%	10%	35%
		B		A B
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>C</b>

# 1/3 PARENTAL EXPERIENCES WITH DRUGS BY SEGMENT

Parental Experiences With Drugs And Drug Education By Segment

Col %	Total	Gender		Generation Groups				Location	
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	Metro	Reg'l
<b>SAMPLE</b>	<b>531</b>	<b>225</b>	<b>306</b>	<b>51</b>	<b>160</b>	<b>248</b>	<b>72</b>	<b>310</b>	<b>221</b>
Communication with children about drug risks (NET)	67%	64%	70%	57%	71%	70%	56%	70%	64%
I've spoken to my child about risks of illicit drugs without specifying any particular types	54%	48%	59%	43%	64%	54%	37%	55%	52%
			A		A D	D			
My child has had education about dangers of illicit drugs at school	51%	48%	54%	30%	53%	57%	39%	49%	53%
					A	A D			
I've spoken to my child about specific risks of Ice or Amphetamines	45%	44%	45%	32%	43%	51%	35%	45%	44%
My child has raised the topic of illicit drugs with me	32%	29%	35%	28%	34%	35%	21%	33%	30%
My child has/is likely to suffer peer pressure to try illicit drugs	22%	23%	21%	18%	30%	21%	10%	18%	27%
					D				A
I don't really know enough about illicit drugs myself to educate my kids about them	14%	14%	14%	18%	17%	10%	19%	14%	14%
I worry that my child is showing signs of being a user of illicit drug	6%	8%	5%	6%	9%	6%	1%	7%	5%
I don't know how to broach topic of illicit drugs with my child	6%	7%	6%	20%	9%	3%	0%	7%	5%
				B C D	C D				
My child is a regular illicit drug user and I don't know how to help them	4%	4%	4%	6%	4%	5%	1%	5%	4%
My child is not at risk of being exposed/tempted to try illicit drugs	51%	51%	51%	59%	47%	48%	63%	55%	46%
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>A</b>	<b>B</b>

# 2/3 PARENTAL EXPERIENCES WITH DRUGS BY SEGMENT

Parental Experiences With Drugs And Drug Education By Segment

Col %	Total	State						Know Someone Who's Tried ice/Amphetamines		
		NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
SAMPLE	531	143	116	115	50	76	31	359	169	21
Communication with children about drug risks (NET)	67%	70%	69%	65%	59%	76%	43%	62%	79%	72%
I've spoken to my child about risks of illicit drugs without specifying any particular types	54%	61%	53%	55%	51%	53%	29%	49%	65%	52%
		F							A	
My child has had education about dangers of illicit drugs at school	51%	56%	49%	48%	39%	56%	51%	45%	62%	67%
									A	
I've spoken to my child about specific risks of Ice or Amphetamines	45%	44%	45%	44%	38%	56%	30%	38%	57%	67%
									A	A
My child has raised the topic of illicit drugs with me	32%	37%	42%	27%	13%	37%	13%	26%	45%	53%
		D F	C D F			D F			A	A
My child has/is likely to suffer peer pressure to try illicit drugs	22%	27%	17%	25%	15%	24%	14%	15%	37%	48%
									A	A
SIG COLUMNS		A	B	C	D	E	F	A	B	C

# 3/3 PARENTAL EXPERIENCES WITH DRUGS BY SEGMENT

Parental Experiences With Drugs And Drug Education By Segment

Col %	Total	State						Know Someone Who's Tried ice/Amphetamines		
		NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
SAMPLE	531	143	116	115	50	76	31	359	169	21
I don't really know enough about illicit drugs myself to educate my kids about them	14%	16%	17%	13%	10%	14%	13%	14%	15%	10%
I worry that my child is showing signs of being a user of illicit drug	6%	8%	4%	4%	0%	14%	3%	3%	13%	21%
									A	A
I don't know how to broach topic of illicit drugs with my child	6%	7%	5%	6%	2%	10%	0%	5%	8%	10%
My child is a regular illicit drug user and I don't know how to help them	4%	4%	3%	5%	0%	9%	0%	1%	10%	10%
									A	A
My child is not at risk of being exposed/tempted to try illicit drugs	51%	52%	52%	53%	62%	39%	54%	60%	32%	39%
								B		
SIG COLUMNS		A	B	C	D	E	F	A	B	C



THE CABIN  
Chiang Mai

## 6/ EXPLORATION OF ICE AND AMPHETAMINE TRIALLERS AND USERS

# KEY INSIGHTS

## ICE AND AMPHETAMINES USERS ARE NOT A MARGINALISED POPULATION SEGMENT

Within this study's survey of 1,000 Australians, 48 admitted that they had trialled Ice and Amphetamines, and half of this group had progressed to regularly using them. While this sample size is not robust enough to extrapolate representative quantitative insights about their characteristics, attitudes, and behaviours, this group can be profiled in a qualitative sense.

This top line analysis reveals that triallers come from all over the community. However, trialling appears to be more likely to occur amongst men, Generation X, and metro Australians. Worryingly, 40% of triallers also had children aged 0-17. One trend that was uncovered by the study was that triallers tended to cluster with other triallers; 79% of all Ice and Amphetamines triallers knew at least one other person who had also trialled.

## WHO ARE THE PEOPLE BEHIND THE STATISTICS?

As flagged above, this study uncovered 15 previous and 9 current regular users of Ice and Amphetamines. These 24 respondents were asked to complete a few additional questions about the reasons that had prompted them to first use drugs, the consequences on their health and relationships, their treatment history, and any advice they wanted to share with

# KEY INSIGHTS

## WHO ARE THE PEOPLE BEHIND THE STATISTICS? (CONT)

others considering trialling Ice and Amphetamines.

Tellingly, the verbatim responses of current users were not seriously provided or introspective to any degree. In contrast, the reformed users were much more willing to share their experience and advice. Seven (de-identified) reformed user profiles were compiled using their verbatim responses as well as their other survey answers. Even within the limitations of using responses from a six minute online survey, these profiles go some way to humanising headlines in the mainstream press and statistics in government reports.

## ATTITUDES TOWARDS TREATMENT OPTIONS

Within the sample size limitations outlined above, a qualitative approach to treatment options indicates that the three most unappealing treatment options were: seeking support from family or friends to help with their addiction; outpatient treatment; and inpatient treatment. These three options had the greatest number of users reporting that they would ‘never’ consider these options to help them tackle their addiction. The most appealing option was ‘cutting back’ on their own efforts.

# KEY INSIGHTS

## COMMUNITY ATTITUDES TOWARDS TARGETING TACKLING ICE AND AMPHETAMINES: EDUCATION WAS THE MOST POWERFUL TOOL

The bigger issue of developing and funding treatment options for users who are ready to get well at the expense of allocating funds to education and law enforcement as ways in which to reduce Ice and Amphetamines use were explored by the following survey question:

**“Imagine you had \$100. How would you allocate this amount with the goal of reducing Ice or Amphetamines use across education, treatment and law enforcement?”**

Total respondents allocated an average of \$44 of their total pool to education, \$34 to law enforcement, and \$31 to treatment. The option ranking and relative averages imply the approach that mainstream Australia considers to be the most effective approach to tackling the problem. Unsurprisingly, analysis by exposure segments saw that people with who had used the drugs themselves or who knew other users were more likely to have allocated a greater amount to treatment at the expense of law enforcement. However, analysis by demographic segment found that education was the most popular option for all groups regardless of characteristics.

# TRIALLEERS ARE NOT A MARGINALISED POPULATION SEGMENT

Demographic Profile Of Ice and Amphetamine Triallers Compared To General Population

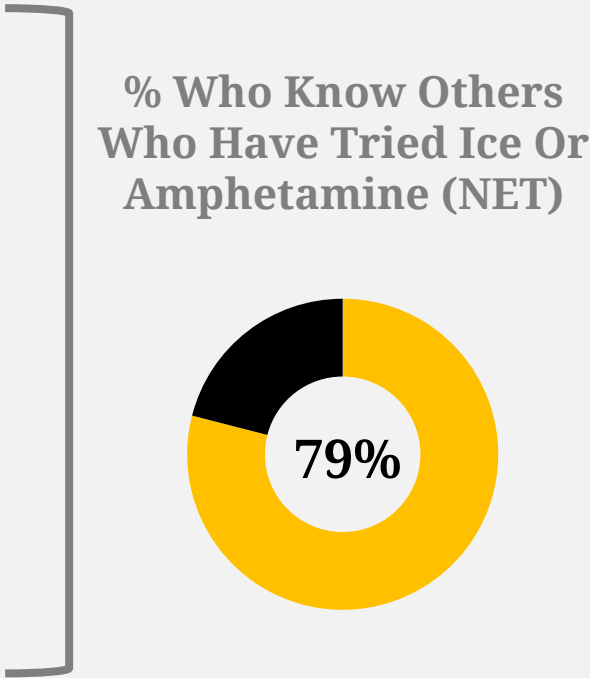
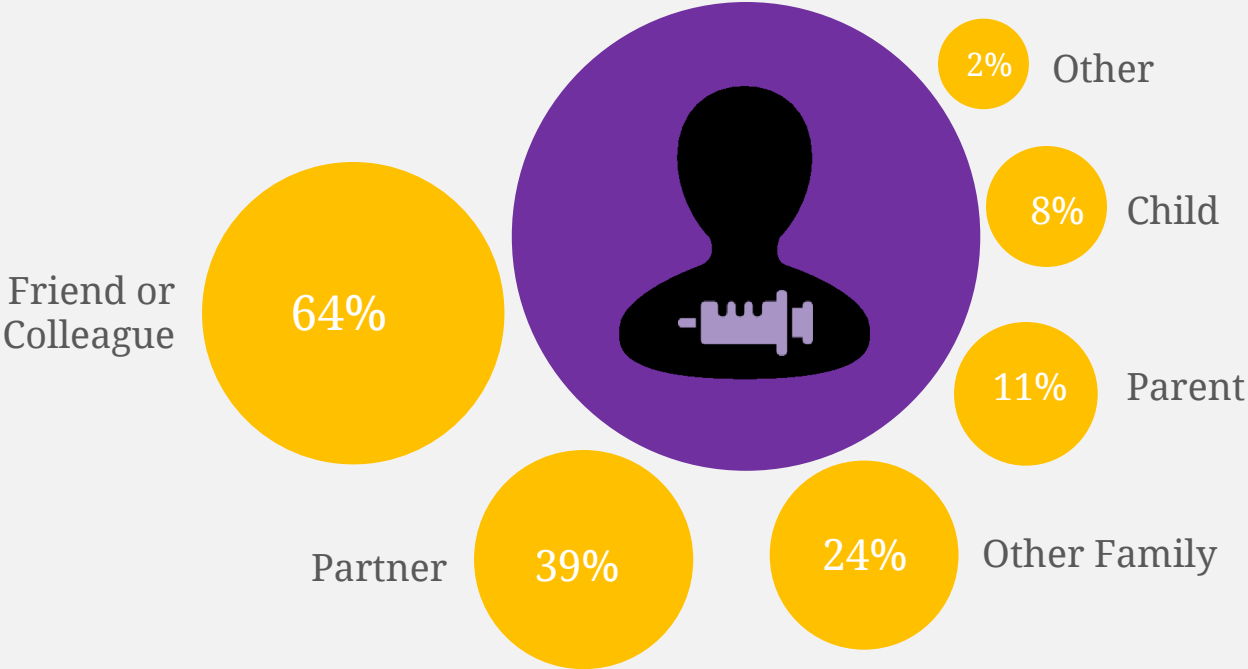
Col %	Total	Triallers <sup>1</sup>
<b>SAMPLE</b>	<b>1,000</b>	<b>48</b>
Male	49%	55%
Female	51%	45%
Generation Y/Z (18-35)	31%	34%
Generation X (36-50)	27%	41%
Baby Boomers (51-69)	33%	23%
Pre Boomers (70+)	9%	2%
Parenthood Status By Age Of Youngest Child		
No children	42%	46%
0-4	10%	18%
5-12	9%	9%
13-17	8%	13%
18+	31%	14%

Col %	Total	Triallers <sup>1</sup>
<b>SAMPLE</b>	<b>1,000</b>	<b>48</b>
Metro	63%	76%
Regional	37%	24%
NSW	33%	37%
VIC	24%	28%
QLD	18%	10%
SA	9%	11%
WA	11%	8%
Other States	6%	6%

<sup>1</sup> Note that this data should be read directionally only due to limited sample size.

# CLUSTERING OF ICE OR AMPHETAMINE TRIALLERS<sup>1</sup>

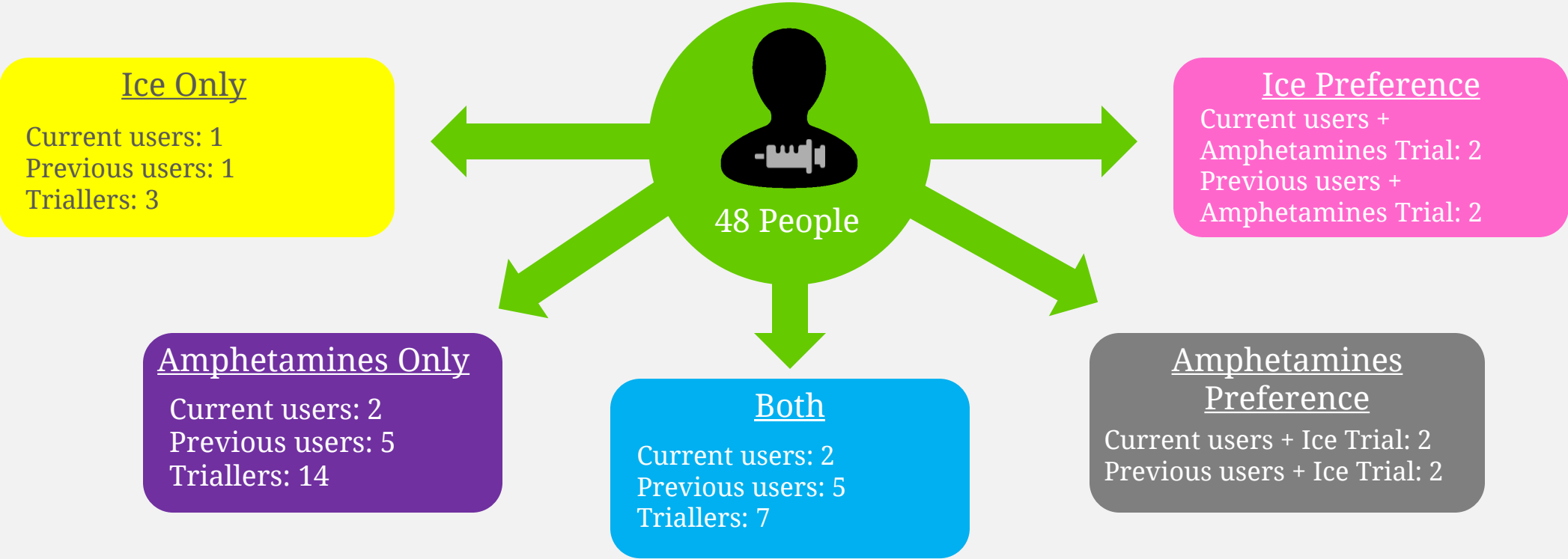
Relationships Between Ice or Amphetamine Triallers To Other Triallers<sup>1</sup>



<sup>1</sup> Note that this data should be read directionally only due to limited sample size.  
Has Tried Ice or Amphetamines N=48.  
C1. Have you or anyone you know ever tried Ice or any form of amphetamines?

# CURRENT AND PREVIOUS USERS OF ICE AND AMPHETAMINES<sup>1</sup>

## Trial And Usage Patterns of Ice and Amphetamine Users<sup>1</sup>



<sup>1</sup> Note that this data should be read directionally only due to limited sample size.  
Has Tried Ice or Amphetamines N=48.  
C2. How would you describe your use of Ice or amphetamines?

# USER TREATMENT OPTIONS<sup>1</sup>

## User Treatment Options: Willingness To Consider<sup>1</sup>

Counts	Total	Current Users	Past Users
<b>SAMPLE</b>	<b>24</b>	<b>9</b>	<b>15</b>
<b>Support/advice from family</b>			
- Currently doing so/did so in past	5	2	3
- Would consider it	3	0	3
- Would never consider it	17	7	10
<b>Advice from HCP professional</b>			
- Currently doing so/did so in past	6	2	4
- Would consider it	6	3	3
- Would never consider it	12	4	8
<b>Outpatient treatment</b>			
- Currently doing so/did so in past	5	1	4
- Would consider it	4	1	3
- Would never consider it	16	7	9

Counts	Total	Current Users	Past Users
<b>SAMPLE</b>	<b>24</b>	<b>9</b>	<b>15</b>
<b>Inpatient treatment</b>			
- Currently doing so/did so in past	4	1	3
- Would consider it	5	2	3
- Would never consider it	16	6	10
<b>Cutting back with own efforts</b>			
- Currently doing so/did so in past	16	4	12
- Would consider it	4	2	2
- Would never consider it	5	3	2
<b>Quitting with own efforts</b>			
- Currently doing so/did so in past	16	6	10
- Would consider it	4	3	1
- Would never consider it	8	3	5

<sup>1</sup> Note that this data should be read directionally only due to limited sample size. Users refers to people who are using or have previously used either or both Ice and Amphetamines more frequently than 'trying it just a few times'.

Regular Current or Past Ice or Amphetamines N=24.

C3. Have you done any of the following with respect to your Ice or amphetamines usage?

# ATTITUDES TOWARDS REDUCING INCIDENCE OF ICE AND AMPHETAMINE USAGE

Average Allocation Of \$100 Towards Reducing Ice And Amphetamine Usage

	Total	Don't Know Anyone Who Has Tried Ice Or Amphetamines	Know Someone Who Has Tried Ice Or Amphetamines	Has Tried Ice Or Amphetamines
Education	\$44	\$44	\$43	\$44
Law Enforcement	\$34	\$35	\$31	\$28
Treatment	\$31	\$29	\$35	\$35

Total Sample: N=1,000, Don't Know Anyone Who Has Tried Ice/Amphetamines N=664, Know Someone Who Has Tried Ice/Amphetamines N=326, Has Tried Ice/Amph's N=48.  
E1. Imagine you had \$100. How would you allocate this amount with the goal of reducing Ice or amphetamines use across education, treatment and law enforcement?

# ATTITUDES TOWARDS REDUCING INCIDENCE OF ICE AND AMPHETAMINE USAGE

## Average Allocation Of \$100 Towards Reducing Ice & Amphetamine Usage

Col %	Total	Gender		Generation Groups				Parenthood By Age Of Youngest Child				
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	None	0-4	5-12	13-17	18+
<b>SAMPLE</b>	<b>1000</b>	<b>441</b>	<b>559</b>	<b>309</b>	<b>276</b>	<b>330</b>	<b>85</b>	<b>415</b>	<b>108</b>	<b>90</b>	<b>80</b>	<b>307</b>
Education	44	43	44	42	41	46	54	41	44	47	43	48
						A B	A B C			A		A
Law enforcement	34	37	31	29	37	35	32	32	32	31	40	36
		B			A	A						
Treatment	31	30	33	33	31	31	29	33	33	28	29	30
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>

Col %	Total	Location		State						Know Someone Who's Tried Ice/Amphetamines		
		Metro	Reg'l	NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
<b>SAMPLE</b>	<b>1,000</b>	<b>631</b>	<b>369</b>	<b>327</b>	<b>239</b>	<b>182</b>	<b>86</b>	<b>108</b>	<b>58</b>	<b>664</b>	<b>326</b>	<b>48</b>
Education	44	44	44	44	42	45	45	45	43	44	43	44
Law enforcement	34	33	34	31	34	34	36	35	39	35	31	28
										B		
Treatment	31	32	30	32	32	32	28	30	29	29	35	35
											A	
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>A</b>	<b>B</b>	<b>C</b>

# REFORMED ICE USER: KAREN (36, ACT)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** Karen

**Age:** 36

**Location:** ACT

**Children:** 2 (aged 0-4 and 5-12)

**Know Others Who Trialled:**

Other family member and friend/colleague

**Drugs Currently Used:** None

**Drugs Previously Used:** Regular Ice user

**Treatment:** Completely stopped with no external support or treatment

## Karen's Story<sup>1</sup>

**Q. Why did you start using drugs?** My partner at the time introduced it to me. He was a regular user. Initially I only took it when I was with him. We just used it on weekends to start with then I started using it through the week and on my own. It was an awesome feeling and helped me deal with a lot of emotions. My husband died suddenly 5 years ago and I used it as a means of escape from my grief. I also found I could think more clearly and deeply after taking it. It released emotions but I was able to deal with them.

**Q. How long were you using them and how long did it take you realise you were getting dependent?** I was a regular [Ice] user for about 12 months, about 4 years ago. I knew after six months. I stopped because I couldn't handle how it made me feel after it wore off. Also I felt myself becoming too addicted and it scared me.

**Q. What was the most difficult part about becoming dependent?** Coming down after taking them. I couldn't think, I was so depressed, it made me want to kill myself sometimes. It made going to work very hard.

**Q. How and why did you stop?** When the partner I was seeing who introduced me to Ice and I broke up I didn't have access to the dealer any more. He was one of his friends so I couldn't ask him as the relationship ended badly. I tried using another dealer but the drug wasn't as good I realised I couldn't keep using it like I was because it was affecting my whole life and I could see myself deteriorating. I am overweight and when I was using I lost a great deal of weight, and people told me I looked fantastic but I was horrified that they would realise it was because I was taking drugs. I am NOT the stereotypical drug user! I stopped altogether as I knew I wouldn't be able to quit if I didn't go cold turkey. None of my friends and family are drug users so I surrounded myself with them and focussed on other things. I also ran out of money to buy it.

**Q. Message to others?** It will ruin your life. It will slowly take over. You can never escape the "come down" and it will get worse and worse. You have to realise that you can't take this drug regularly and live a normal life.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

# REFORMED MULTIPLE USER: LYNN (55, SYDNEY)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** Lynn

**Age:** 55

**Location:** Sydney

**Children:** -

**Know Others Who Trialled:**

Friend/colleague

**Drugs Currently Used:** None

**Drugs Previously Used:** Regular Ice and Amphetamine user

**Treatment:** Saw a healthcare specialist for advice, used an in-patient program, and used own efforts to quit

## Lynn's Story<sup>1</sup>

**Q. Why did you start using drugs?** I was depressed and I knew it would perk me up.

**Q. How long did it take you realise you were getting dependent?** Six months.

**Q. What was the most difficult part about becoming dependent?** I became more depressed.

**Q. How and why did you stop?** Admitted to hospital for depression, so gave everything up & have stayed off it.

**Q. Message to others?** Don't. It'll ruin your life.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

# REFORMED MULTIPLE USER: SOPHIE (34, SYDNEY)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** Sophie

**Age:** 34

**Location:** Sydney

**Children:** 1 (aged 0-4)

**Know Others Who Trialled:**

Family member and  
friend/colleague

**Drugs Currently Used:** None

**Drugs Previously Used:** Regular  
Ice and Amphetamine user

**Treatment:** Used own efforts to  
quit

## Sophie's Story<sup>1</sup>

**Q. Why did you start using drugs?** Because I was single, and enjoyed the way they lowered my inhibitions.

**Q. How long did it take you realise you were getting dependent?** A month or so.

**Q. What was the most difficult part about becoming dependent?** I was unaware how unhealthy I looked. I didn't care about my job, and ended up getting fired.

**Q. How and why did you stop?** I just decided not to take it anymore.

**Q. Message to others?** If you cut yourself off your suppliers, it's a lot easier to give up.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

# REFORMED MULTIPLE USER: DAVID (40, ADELAIDE)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** David

**Age:** 40

**Location:** Adelaide

**Children:** 2 (aged 5-12)

**Know Others Who Trialled:**

Partner and friend/colleague

**Drugs Currently Used:** None

**Drugs Previously Used:** Regular Ice and Amphetamine user

**Treatment:** Asked a family member for support, saw a healthcare specialist for advice, used and is still using an outpatient program, and used own efforts to quit

## David's Story<sup>1</sup>

**Q. Why did you start using drugs?** It's available and very easy to come across.

**Q. How long did it take you realise you were getting dependent?** I realised that the drug is hard to stop using when every time I stopped it was readily available and seemed to get you suckered back in by a friend because so many people use it ...if you hang around the wrong circle of people it's always around.

**Q. What was the most difficult part about becoming dependent?** The drug has a negative affect on the mind. It makes you short tempered and your coping mechanisms in your brain don't work as well. It does make your body physically sick, affecting bowel function, your heart and lungs don't function as well.... it has a negative effect on relationships and makes work hard as your brain can't function clearly and it has a negative effect on your brain's cognitive and motor functions.

**Q. How and why did you stop?** I've stopped using Ice because it kills your mind and body. You really have to want to stop because you have seen it's no good for you. I always found that seeing a psychologist helped me reason out the effects of what it was doing to me and gave me the strength to overcome it. The problem with most people that don't stop is they can't see what it's doing to them yet and you can't help someone that doesn't want to help themselves.

**Q. Message to others?** Distance yourself from people that use it and the circles of people that are around it. You really have to look at what it's doing to yourself and the changes it brings about in yourself. Mainly understanding this and seeing a psychologist to put things in perspective and give you a game plan to stay away from the drug. things like analysing your mentality...other things like ways to combat your addiction like exercise and walking your dog can be helpful, creating a gameplan with your psychologist.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

# REFORMED MULTIPLE USER: MATTHEW (42, NSW)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** Matthew

**Age:** 42

**Location:** NSW Outside Sydney

**Children:** 2 (aged 0-4 and 5-12)

**Know Others Who Trialled:**

Partner and friend/colleague

**Drugs Currently Used:** None

**Drugs Previously Used:** Regular  
Amphetamine and Heroin user  
and tried Ice

**Treatment:** Used own efforts to  
quit

## Matthew's Story<sup>1</sup>

**Q. When did you start using drugs?** Six years ago.

**Q. How long did it take you realise you were getting dependent?** Second time.

**Q. What was the most difficult part about becoming dependent?** No sleep for 3 days, delirium, bad diet.

**Q. How and why did you stop?** Money was an issue and I suddenly had two young kids to think about.

**Q. Message to others?** I used to be a heroin addict, so I can tell you that Ice is MORE addictive and easily available.

**Q. Concerns about drugs and children?** I don't have to worry too much for a couple of years yet but it is true that alcohol and cannabis exposure or use leads to heavier drugs. This was the case for myself and my wife.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

# REFORMED AMPHETAMINE USER: PETE (61, ADELAIDE)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** Pete

**Age:** 61

**Location:** Adelaide

**Children:** -

**Know Others Who Trialled:**

Partner

**Drugs Currently Used:** None

**Drugs Previously Used:** Regular  
Amphetamine user

**Treatment:** Used own efforts to  
quit

## Pete's Story<sup>1</sup>

**Q. Why did you start using drugs?** First tried speed because a girlfriend was doing it.

**Q. How long did it take you realise you were getting dependent?** Couple of months.

**Q. What was the most difficult part about becoming dependent?** Lost weight, teeth and girlfriend.

**Q. How and why did you stop?** Replaced it with booze.

**Q. Message to others?** It is not worth it.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

# REFORMED ICE USER: ALEX (35, SYDNEY)<sup>1</sup>

## Profile<sup>1</sup>

**Name:** Alex

**Age:** 35

**Location:** Sydney

**Children:** 1 (aged 0-4)

**Know Others Who Trialled:** -

**Drugs Currently Used:** None

**Drugs Previously Used:**

Dependent Ice user and tried

Amphetamines

**Treatment:** Asked a family member for support, saw a healthcare specialist for advice, used in and outpatient programs, and used own efforts to quit

## Alex's Story<sup>1</sup>

**Q. Why did you start using Ice?** Just to try it.

**Q. How long did it take you realise you were getting dependent?** After the first few times taking it.

**Q. What was the most difficult part about becoming dependent?** Felt bad after taking it.

**Q. How and why did you stop?** Because it stops me from doing what I want to do.

**Q. Message to others?** Get off it asap.

<sup>1</sup> Name is not respondent's true identity, but all other information has been based on their verbatim survey responses.

## APPENDIX/ DATA TABLES

# 1/2 PEOPLE WHO HAVE TRIED ICE OR AMPHETAMINES

Knowledge Of People Who Have Tried Ice Or Amphetamines

Col %	Total	Gender		Generation Groups				Parenthood By Age Of Youngest Child				
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	None	0-4	5-12	13-17	18+
<b>SAMPLE</b>	<b>1,000</b>	<b>441</b>	<b>559</b>	<b>309</b>	<b>276</b>	<b>330</b>	<b>85</b>	<b>415</b>	<b>108</b>	<b>90</b>	<b>80</b>	<b>307</b>
Me	5%	5%	4%	5%	7%	3%	1%	5%	8%	5%	8%	2%
Partner	3%	2%	4%	4%	4%	1%	1%	3%	5%	6%	4%	1%
Parent	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	4%	0%
											E	
Child	2%	2%	3%	0%	1%	5%	3%	1%	0%	0%	3%	6%
						A B	A					A B C
Other family member	8%	6%	9%	5%	9%	9%	8%	5%	8%	10%	12%	9%
Friend or colleague	19%	21%	17%	27%	21%	14%	4%	21%	25%	24%	18%	13%
				C D	C D	D		E	E	E		
Other	7%	7%	7%	6%	7%	9%	5%	6%	9%	5%	5%	9%
I don' know anyone who has tried Ice or Amphetamines	67%	68%	65%	61%	66%	69%	80%	65%	61%	67%	70%	69%
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>

# 2/2 PEOPLE WHO HAVE TRIED ICE OR AMPHETAMINES

Knowledge Of People Who Have Tried Ice Or Amphetamines

Col %	Total	Location		State						Know Someone Who's Tried Ice/Amphetamines		
		Metro	Reg'l	NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
<b>SAMPLE</b>	<b>1,000</b>	<b>631</b>	<b>369</b>	<b>327</b>	<b>239</b>	<b>182</b>	<b>86</b>	<b>108</b>	<b>58</b>	<b>664</b>	<b>326</b>	<b>48</b>
Me	5%	6%	3%	6%	6%	3%	6%	3%	5%	0%	12%	100%
											A	A B
Partner	3%	4%	2%	3%	4%	2%	4%	2%	2%	0%	10%	39%
											A	A
Parent	1%	1%	0%	2%	0%	1%	0%	0%	0%	0%	3%	11%
											A	A
Child	2%	3%	2%	2%	1%	1%	1%	10%	2%	0%	8%	8%
								A B C			A	A
Other family member	8%	7%	9%	6%	8%	8%	7%	13%	7%	0%	23%	24%
											A	A
Friend or colleague	19%	20%	17%	18%	22%	15%	25%	20%	14%	0%	58%	64%
											A C	A
Other	7%	6%	10%	6%	10%	3%	10%	5%	13%	0%	22%	2%
			A								A	A
I don' know anyone at all who has tried Ice or Amphetamines	67%	67%	65%	71%	61%	72%	61%	62%	68%	100%	0%	0%
										B C		
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>A</b>	<b>B</b>	<b>C</b>

# 1/2 COMMUNITY IMPACT OF ICE AND AMPHETAMINES

Community Impact Of Ice And Amphetamines

Col %	Total	Gender		Generation Groups				Parenthood By Age Of Youngest Child				
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	None	0-4	5-12	13-17	18+
<b>SAMPLE</b>	<b>1000</b>	<b>441</b>	<b>559</b>	<b>309</b>	<b>276</b>	<b>330</b>	<b>85</b>	<b>415</b>	<b>108</b>	<b>90</b>	<b>80</b>	<b>307</b>
I'm worried about my children being offered illicit drugs or being near users	22%	22%	22%	15%	32%	21%	19%	8%	40%	43%	43%	23%
					A C D				A E	A E	A E	A
Someone close to me was or is currently dependent/addicted to Ice or amphetamines	12%	12%	12%	15%	10%	12%	8%	13%	9%	12%	14%	11%
I have been offered or had the opportunity to use Ice or amphetamines	10%	12%	9%	17%	11%	6%	0%	14%	14%	9%	11%	4%
				C D	C D	D		E	E			
I've been the victim of physical/verbal abuse from someone under influence of illicit drugs	10%	11%	9%	12%	9%	10%	5%	10%	7%	10%	12%	10%
I've been the victim of theft/burglary by people I believe used proceeds to buy drugs	10%	11%	8%	10%	9%	10%	8%	8%	9%	12%	14%	10%
I was or am currently dependent on or addicted to Ice or amphetamines	2%	3%	0%	4%	1%	0%	0%	2%	1%	1%	5%	0%
		B		C							E	
My loved ones and I aren't/have never been affected in/directly by illicit drugs	53%	52%	53%	51%	47%	55%	68%	55%	47%	42%	41%	58%
							A B					C D
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>

# 2/2 COMMUNITY IMPACT OF ICE AND AMPHETAMINES

## Community Impact Of Ice And Amphetamines

Col %	Total	Location		State						Know Someone Who's Tried Ice/Amphetamines		
		Metro	Reg'l	NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
<b>SAMPLE</b>	<b>1,000</b>	<b>631</b>	<b>369</b>	<b>327</b>	<b>239</b>	<b>182</b>	<b>86</b>	<b>108</b>	<b>58</b>	<b>664</b>	<b>326</b>	<b>48</b>
I'm worried about my children being offered illicit drugs or being near users	22%	20%	25%	21%	21%	26%	23%	21%	16%	17%	32%	35%
											A	A
Someone close to me was or is currently dependent/addicted to Ice or amphetamines	12%	12%	11%	12%	12%	10%	14%	13%	11%	2%	32%	48%
											A C	A
I have been offered or had the opportunity to use Ice or amphetamines	10%	11%	9%	11%	13%	6%	14%	7%	8%	1%	27%	76%
											A	A B
I've been the victim of physical/verbal abuse from someone under influence of illicit drugs	10%	10%	9%	9%	8%	9%	13%	16%	7%	4%	20%	23%
											A	A
I've been the victim of theft/burglary by people I believe used proceeds to buy drugs	10%	10%	8%	8%	12%	9%	15%	10%	5%	5%	19%	27%
											A	A
I was or am currently dependent on or addicted to Ice or amphetamines	2%	2%	1%	3%	1%	1%	0%	1%	0%	1%	3%	16%
											A	A B
My loved ones and I aren't/have never been affected in/directly by illicit drugs	53%	53%	52%	53%	50%	56%	46%	53%	60%	69%	21%	8%
										B C		
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>A</b>	<b>B</b>	<b>C</b>

# 1/2 GENERAL ATTITUDES TOWARDS ICE AND AMPHETAMINES

General Community Attitudes Towards Ice And Amphetamines

Col %	Total	Gender		Generation Groups				Parenthood By Age Of Youngest Child				
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	None	0-4	5-12	13-17	18+
<b>SAMPLE</b>	<b>1000</b>	<b>441</b>	<b>559</b>	<b>309</b>	<b>276</b>	<b>330</b>	<b>85</b>	<b>415</b>	<b>108</b>	<b>90</b>	<b>80</b>	<b>307</b>
I don't think that government is overreacting or scaremongering with current focus on Ice	77%	73%	81%	66%	73%	88%	91%	68%	74%	78%	78%	91%
			A			A B	A B					A B C D
Ice has a greater negative impact on the community than other illicit drugs such as heroin, ecstasy and cocaine	67%	66%	67%	60%	62%	74%	76%	62%	60%	70%	72%	73%
						A B	A B					A
Ice isn't a difficult drug to buy or gain access to for the mainstream community	51%	45%	56%	37%	49%	62%	63%	39%	56%	46%	53%	66%
			A		A	A B	A B		A			A C
I know how Ice differs from other drugs and their different levels of addictiveness	49%	52%	46%	47%	51%	50%	50%	51%	40%	49%	57%	48%
		B										
I know all I need to about Ice and its possible impact on me, loved ones and community	40%	44%	36%	42%	39%	41%	33%	44%	32%	40%	42%	37%
		B										
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>

# 2/2 GENERAL ATTITUDES TOWARDS ICE AND AMPHETAMINES

## General Community Attitudes Towards Ice And Amphetamines

Col %	Total	Location		State						Know Someone Who's Tried Ice/Amphetamines		
		Metro	Reg'l	NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
<b>SAMPLE</b>	<b>1,000</b>	<b>631</b>	<b>369</b>	<b>327</b>	<b>239</b>	<b>182</b>	<b>86</b>	<b>108</b>	<b>58</b>	<b>664</b>	<b>326</b>	<b>48</b>
I don't think that the government is overreacting or scaremongering with its current focus on Ice	77%	73%	84%	72%	76%	83%	79%	87%	73%	77%	78%	65%
			A			A		A				
Ice has a greater negative impact on the community than other illicit drugs such as heroin, ecstasy and cocaine	67%	65%	69%	60%	68%	72%	72%	71%	65%	66%	67%	72%
Ice isn't a difficult drug to buy or gain access to for the mainstream community	51%	48%	55%	43%	52%	54%	57%	61%	49%	45%	63%	65%
			A					A			A	A
I know how Ice differs from other drugs and their different levels of addictiveness	49%	49%	48%	51%	52%	45%	54%	41%	46%	45%	57%	78%
											A	A
I know all that I need to about Ice and its possible impact on me, my loved ones and the community in general	40%	39%	41%	37%	42%	41%	44%	39%	41%	37%	45%	61%
											A	A
<b>SIG COLUMNS</b>		<b>A</b>	<b>B</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>A</b>	<b>B</b>	<b>C</b>

# ACCURACY OF ICE AND AMPHETAMINES KNOWLEDGE

Accuracy Of Ice And Amphetamines Knowledge

Col %	Total	Gender		Generation Groups				Parenthood By Age Of Youngest Child				
		Male	Female	Gen Z/Y	Gen X	Boomers	Pre-Boomers	None	0-4	5-12	13-17	18+
<b>SAMPLE</b>	<b>1000</b>	<b>441</b>	<b>559</b>	<b>309</b>	<b>276</b>	<b>330</b>	<b>85</b>	<b>415</b>	<b>108</b>	<b>90</b>	<b>80</b>	<b>307</b>
Not at all accurate	11%	11%	11%	11%	10%	11%	16%	10%	16%	9%	8%	12%
Slightly accurate + Somewhat accurate	61%	59%	62%	61%	58%	61%	65%	60%	64%	60%	57%	61%
Mostly accurate + Extremely accurate	28%	30%	27%	28%	31%	29%	19%	30%	20%	30%	34%	27%

Col %	Total	Location		State						Know Someone Who's Tried Ice/Amphetamines		
		Metro	Reg'l	NSW	VIC	QLD	SA	WA	Other	No	Someone	Self
<b>SAMPLE</b>	<b>1,000</b>	<b>631</b>	<b>369</b>	<b>327</b>	<b>239</b>	<b>182</b>	<b>86</b>	<b>108</b>	<b>58</b>	<b>664</b>	<b>326</b>	<b>48</b>
Not at all accurate	11%	11%	11%	14%	7%	11%	17%	9%	8%	13%	6%	6%
										B		B
Slightly accurate + Somewhat accurate	61%	60%	61%	60%	61%	63%	49%	63%	64%	62%	57%	51%
Mostly accurate + Extremely accurate	28%	29%	28%	26%	32%	27%	34%	28%	27%	24%	37%	42%
											A	A
SIG COLUMNS		A	B	A	B	C	D	E	F	A	B	C



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